

TOURIST BEHAVIOUR

Themes and Conceptual Schemes



Philip L. Pearce

ASPECTS OF TOURISM

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Preface

What tourists do, and why they do it has fascinated a lot of people. What tourists think, how they feel and what influences their thoughts and feelings is especially fascinating to tourists themselves, to the people who manage their behaviour and to analysts studying contemporary life.

This volume tackles in a fresh way many of the core topics in tourist behaviour. While it is no way a second edition to one of the author's earliest books - *The Social Psychology of Tourist Behaviour*, Oxford: Pergamon, 1982 - it does follow in part the structure of that volume, and covers parallel territory. The benefit of nearly 25 years of research, and the changing face of tourism and global travel are reflected in many ways in the present work. There are now a variety of promising schemes and mini theories, 'conceptual schemes' as they will be referred to in this book, which help illuminate long standing tourist behaviour topics.

The author has been fortunate to work with talented colleagues in a stable academic environment. These efforts and forces have fostered a productive publication stream from the James Cook University tourism group, some of which is reported in relevant sections of this volume. In particular, several key individuals have assisted the author's thinking and working environment and deserve special credit. Key colleagues include Gianna Moscardo, Laurie Murphy, Lui Lee, Chiemi Yagi, Aram Son, Pierre Benckendorff, Glenn Ross and Robyn Yesberg.

While it is appropriate to record the special efforts of local colleagues there are also wider influences contributing to the enthusiasm for writing about this area. Colleagues in the Unites States, notably Joe O'Leary and Alastair Morrison, have been good friends, interested observers and at times partners in the author's work. A set of colleagues in Asia, the United Kingdom, Europe and Africa have helped the author maintain an interest in the usefulness and diverse applicability of tourist behaviour across cultures.

The volume is intended to be both a resource and an integrating force for the analysis of an important part of tourism. It seeks to be educational rather than prescriptive, probing new ways of tackling topics. It is eclectic in its methodological tolerance rather than narrowly defined. Like tourism itself, it is hoped that it will fulfil multiple needs in diverse settings.

Philip L. Pearce
Australia, 2005

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Tourism is an inherently social phenomenon – tourists travel with others and experience places and cultures through interacting with both familiar and unfamiliar others. Their behaviour is a foundation for much tourism study. This volume presents a thorough tour of the social psychological processes which underpin contemporary travel. The core topics are those which have defined the analysis of tourist behaviour and study for some time – roles, motives, choices, on-site experiences, crowding, cross-cultural interaction, satisfaction, attention and learning – but the approaches and insights to address these topics are a rich amalgam of recently developed and original conceptual schemes. These conceptual schemes include, amongst others:

- a travel career pattern approach to motivation
- a multi-attribute view of destination image
- a socially embedded view of destination choice
- a discursive view of constructing relationships
- a benchmarking view of satisfaction
- a social representations and mindfulness approach to visitor experiences and learning.

Tourists care about tourist behaviour, managers and business interests seek to influence it and tourism researchers need to develop an understanding of this very social topic to enhance the sustainability of tourism for all its participants.

Philip L. Pearce holds a Doctorate from the University of Oxford and was appointed as the first Professor of Tourism in Australia at James Cook University. He is the Founding Editor of the *Journal of Tourism Studies* and an original member of the International Academy for the Study of Tourism. He is particularly known for his studies in tourist behaviour in general but especially motivation, backpacker research, and market niches as well as community views of tourism and tourism education.

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